

### AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions, and listings, of claims in the application:

- 1 1. (Currently Amended) A method of determining [[the]] an economic impact of business  
2 policies, comprising the steps of:
  - 3 a) defining a plurality of players including an associated set of rules defining a  
4 possible decision space, a decision-making process tree, an information set, an outcome function,  
5 and a payoff function for each player;
  - 6 b) translating the player definitions into at least one codified ~~scripts~~ script; and
  - 7 c) executing the at least one codified script, wherein [[the]] a result of the outcome  
8 and payoff functions at the end of execution of a script stage determines the economic impact of  
9 the business policies defined by the rules.
- 1 2. (Original) The method of claim 1 wherein the players are exclusively human.
- 1 3. (Original) The method of claim 1 wherein the players comprise a combination of human  
2 and automated players.
- 1 4. (Original) The method of claim 1 further comprising the steps of:
  - 2 d) modifying the associated set of rules for one or more players; and
  - 3 e) repeating steps b)-c).
- 1 5. (Currently Amended) The method of claim 1 further comprising the step of:
  - 2 d) providing ~~qualitative~~ calibration data for the defined players based on empirical  
3 sales information, wherein the scripts are generated in accordance with the player definitions and  
4 the calibration data.
- 1 6. (Original) The method of claim 1 further comprising the steps of:
  - 2 d) providing a plurality of scenarios defining variations on the set of rules associated  
3 with one or more players, wherein step c) further comprises the step of generating scripts  
4 corresponding to the player definition variations.

- 1 7. (Original) The method of claim 1 wherein the scripts are compiled on the fly during  
2 execution.
- 1 8. (Original) The method of claim 1 wherein the scripts are compiled in their entirety  
2 before execution.
- 1 9. (Currently Amended) The method of claim 1 wherein the set of rules associated with at  
2 least one player defines at least one business policy from the [[set]] group comprising:  
3 advertising policy, sales policy, returns policy, rebate policy, minimum advertised price policy.
- 1 10. (Currently Amended) An apparatus for determining [[the]] an economic impact of  
2 business policies, comprising:  
3 a) a business process definition module for defining a plurality of players including  
4 an associated set of rules defining a possible decision space, a decision-making process tree, an  
5 information set, an outcome function, and a payoff function for each player;  
6 b) a script translator module for translating the player definitions into codified  
7 scripts, wherein the codified scripts define at least one simulation stage; and  
8 c) a simulation module for executing the codified scripts, wherein [[the]] a result of  
9 the outcome and payoff functions at the end of execution of the at least one script stage  
10 determines the economic impact of the business policies ~~defined by the rules~~.
- 1 11. (Original) The apparatus of claim 10 wherein the players are exclusively human.
- 1 12. (Original) The apparatus of claim 10 wherein the players comprise a combination of  
2 human and automated players.

1 13. (Currently Amended) The apparatus of claim 10 further comprising:

2 d) a calibration module providing ~~qualitative~~ calibration data for the defined players  
3 based on ~~empirical-sales~~ historical information, wherein the scripts are generated in accordance  
4 with the player definitions and the calibration data.

1 14. (Original) The apparatus of claim 10 further comprising:

2 d) a scenario database providing a plurality of scenarios defining variations on the  
3 set of rules associated with one or more players, wherein the script translator generates scripts  
4 corresponding to the player definition variations.

1 15. (Original) The apparatus of claim 10 wherein the scripts are compiled on the fly during  
2 execution.

1 16. (Original) The apparatus of claim 10 wherein the scripts are compiled in their entirety  
2 before execution.

1 17. (Currently Amended) The apparatus of claim 10 wherein the set of rules associated with  
2 at least one player defines at least one business policy from the ~~[[set]]~~ group comprising:  
3 advertising policy, sales policy, returns policy, rebate policy, and minimum advertised price  
4 policy.

1 18. (Currently Amended) A method of predicting ~~[[the]]~~ a behavioral outcome resulting  
2 from a business rule, comprising the steps of:

3 a) defining at least one player, business rules, and an environment that defines  
4 actions that the player can take in accordance with the business rules;

5 b) translating the definitions into a codified script; and

6 c) determining a behavioral outcome resulting from player-selected actions during  
7 execution of the codified script.

1 19. (Original) The method of claim 18 wherein the behavioral outcome includes an  
2 economic state of each player.

1 20. (Original) The method of claim 18 further comprising the step of:  
2 d) executing variations of the codified script to identify business rules and  
3 environment definitions that result in a pre-determined economic state.

1 21. (New) The method of claim 18, further comprising:  
2 receiving historical data and producing calibration data based on the historical data,  
3 wherein the codified script is translated from the definitions and the calibration data.